

AIR CONDITIONING & REFRIGERATION NEWS

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Dealers Study Rebuilding Plan In Milwaukee

Association Considers Operation of Plant on Cooperative Basis

MILWAUKEE—Possibility of the establishment of a refrigerator reconditioning bureau to handle the mounting number of dealer trade-ins is being considered by the Wisconsin Radio, Refrigeration & Appliance Association. Already a problem in some other metropolitan centers, the trade-in situation is expected to reach a proportion in the Milwaukee market during 1941 that will require some organized effort for handling it.

"Those who have made a preliminary study of the situation in Milwaukee estimate that from 20 to 30% of the refrigeration sales made in 1941 in the Milwaukee trade area will involve trade-ins of used electric refrigerators which should be reconditioned before being resold," the association declares in its most recent bulletin to members.

"On the basis of refrigeration sales in 1940 and estimates for 1941, this will mean a job of reconditioning from 2,000 to 2,500 boxes.

"So far as we can learn, very few Milwaukee distributors or dealers

(Concluded on Page 9, Column 3)

ASHVE Meets Jan. 27 In Kansas City

KANSAS CITY, Mo.—A balanced program of business, technical sessions, and entertainment has been prepared for the forty-seventh annual meeting of American Society of Heating & Ventilating Engineers, Jan. 27-29 at the Hotel Muehlebach here.

Dr. F. E. Giesecke, president of the society, will speak Jan. 27 at a joint get-together luncheon held for

(Concluded on Page 11, Column 2)

M-A-D Branches To Sell Complete Copeland Line

NEW YORK CITY—The complete Copeland line of condensing units, water coolers, and replacement parts for both new and old models will be handled by the 17 branches of Melchior, Armstrong, Dessau Co. from headquarters here. The sales arrangement will become effective immediately, according to Frank Gleason, Copeland vice president.

Copeland products will be sold through Melchior, Armstrong, Dessau Co. branches in Manhattan, Bronx, Brooklyn, Newark, Rochester, N. Y., Albany, N. Y., Buffalo, Boston, Springfield, Mass., Harrisburg, Pa., Pittsburgh, Baltimore, Washington, D. C., Richmond, Va., and through two branches in Philadelphia.

Carrier Named To Air Raid Defense Board

WASHINGTON, D. C.—Willis H. Carrier, chairman of Carrier Corp., was named as a member of a seven-man board of technical experts to help the Army in devising plans to safeguard civilians from air raids and other perils in event of war.

Secretary of War Stimson, in announcing the committee, said its purpose would be to study problems "pertaining to air raid bomb shelters, water supply, and power," among others. Mr. Carrier was named to represent American Society of Heating & Ventilating Engineers.



Warranty Extended on '36 Meter-Miser Unit

DAYTON, Ohio—Owners of Frigidaire 1936 model refrigerators whose warranty expires during 1941 may obtain a four-year extension of the protection plan covering the Meter-Miser sealed refrigerating unit through their dealer or distributor at an additional cost of \$10.

Announcement of this new policy on the Meter-Miser unit is being made to the Frigidaire retail organization in the current series of previews now being conducted throughout the country. The 1936 Frigidaire line was the first in which the was used. Only provision attached to the extension is that the owner must arrange for it before the expiration of his present five-year protection period.

Airtemp Joins ACRMA

WASHINGTON, D. C.—Airtemp division of Chrysler Corp. has been elected to membership in the Air Conditioning & Refrigerating Machinery Association, Inc.

Philco Emphasis on More Space for Frozen Food

CHICAGO—Featuring an extra-large frozen storage compartment said to provide temperatures from 15° to 30° below freezing, and a new type of moist "Cold Shelf" served by a secondary refrigerating circuit, Philco's 1941 line of eight refrigerator models was shown to more than 900 plant officials, distributors, and field representatives at a national convention last week in the Edgewater Beach hotel here.

In addition to the two features already mentioned, design refinements for 1941 include an improved Conservador, substitution of plastics for metals in several instances, separate below-zero sections for frozen foods and ice cube production, separate dry cold storage space, reserve non-refrigerated storage bin in the base, chrome trim, and an improved hermetically sealed refrigerating mechanism.

The Philco frozen food compartment is built in a horizontal position at the top of the cabinet. Plastic frame, with which it is sealed in place, is said to be the world's largest piece of injection molded plastic. This material offers higher resistance to moisture, greater insulation, and more readily cleanable qualities than does metal, it is claimed.

Large frozen food compartment is separated from the ice freezing chamber. Temperature in the new compartment remains at 15° to 30° below freezing, and is designed for the storage of frozen foods and the preparation of frozen desserts.

(Concluded on Page 4, Column 4)

Frigidaire Has Different Cabinet For Each Series

DAYTON, Ohio—A separate cabinet design for each of the four different model series, designed to enable prospects to pick the model they want by appearance as well as by features, is a major innovation in Frigidaire's 15-model refrigerator line for 1941, now being introduced to dealers and salesmen in a series of meetings throughout the country.

Other innovations include a storage bin arrangement in all but the lowest price models, and extension of the Cold-Wall series this year to seven models, almost half the line. Number of models in this year's line also has been reduced by nine, as compared with 1940, to provide a more convenient setup for step-up selling, as well as to enable dealers more easily to stock the complete line for display and sales purposes.

Suggested Zone "A" installed retail selling prices, including the \$5 for five-year protection plan on mechanical units, are as follows:

STANDARD SERIES		COLD WALL SERIES	
S-3	\$109.75	C-6-41	\$167.75
S-4	109.75	CP-6-41	187.75
R-6-41	112.75	C-9-41	197.75
S-6-41	117.75	CD-6-41	204.75
L-6-41	127.75	CPD-6-41	224.75
L-8-41	152.75	CPD-9-41	254.75
M-6-41	142.75	CPD-13	407.75
MP-6-41	167.75		

Extension of the Cold-Wall principle to seven models in the 1941 line is the result of its having established itself during the past two years as an important part of the series, Frigidaire officials said. Two models in the Cold-Wall line are of 9-cu. ft. capacity, and mark the first time in five years that the company has

(Concluded on Page 2, Column 3)



'Night-Watch' Defroster Is Newest Norge Feature

DETROIT—A list of features headed by the "Night-Watch" fully automatic defrosting are incorporated into the 1941 Norge line of "Quiet-Flo" Rollator refrigerators, presented in three groupings of "super deluxe," "master deluxe," and "deluxe" models.

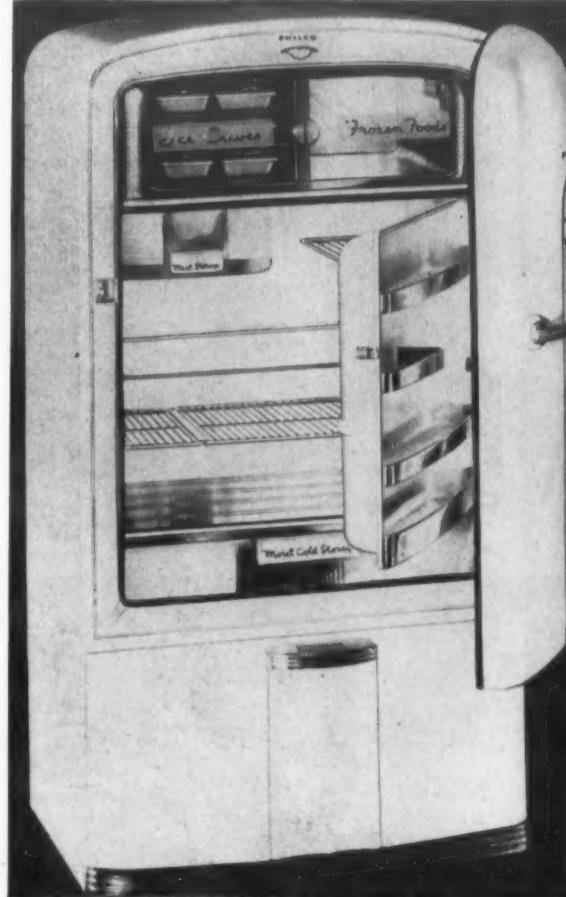
An even dozen models are in the line—five 9-foot models, four "66 series" models with 6.6-cu. ft. capacity, and three additional "sixes" of about 6 1/4-cu. ft. capacity.

The new "Night-Watch," standard on four models, eliminates the ordinary method of manual defrosting and the inconvenience of rearranging food during defrosting, and at the same time steps up refrigeration performance, it is claimed.

Every night at midnight, the "Night-Watch" automatically turns off the Rollator cold-maker long enough to melt the coating of frost accumulated on the freezer during one day's operation. Defrost drip drains into the Handefroster, the glass container featured by Norge since 1939. The housewife's defrosting attention is reduced merely to emptying the Handefroster about once a week.

Not only does this new system "remember" to defrost for the owner and then spare her the trouble of defrosting, but it also banishes the usual re-arranging of food at defrosting time, it is claimed. This is made possible by the covered Coldpack meat drawer, which is not used as a defrosting tray because the Handefroster

(Concluded on Page 2, Column 1)



G-E's Automatic Washer Shown Utility Men

By James McCallum

CHICAGO—A dramatic preview of the brand new G-E automatic washer, a thought-provoking banquet speech by Thomas H. Beck, president of Collier-Crowell Publications, and the presence of more than the usual quota of top-flight company executives—these were the highlights of the thirteenth annual Central Station Sales Conference held by General Electric Co. Jan. 10 and 11 at the Stevens hotel.

Power company men from all over the central portion of the United States attended. Program for the meeting was identical in many respects with that of the session held for eastern utility men at Bridgeport, Conn. earlier this month.

The new G-E automatic washer, in which the company claims to have invested more than a million dollars in research and development, is not yet ready for general distribution, although the company has a plant all tooled up for production of this unit. The unit will be first introduced to the public on a limited basis in the Hartford, Conn. area.

(Concluded on Page 12, Column 3)

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Member Associated Business Papers

16 Lines Are Shown Buyers Of Housewares

3 Separate Showings Are Staged In Chicago Markets

By James McCallum

CHICAGO—Buyers of electric refrigerators, ranges, and other major appliances scuttled back and forth between the Palmer House and the American Furniture Mart here last week in an effort to get the "low-down" on the merchandise lines being offered by appliance manufacturers for '41.

Last week was the start of "market time" in Chicago for the housewares and appliance industries. For the first time in three years, hotel showings of these lines were concentrated under one roof—that of the Palmer House—in the week-long display sponsored by the Housewares Manufacturers Association. Coinciding with this event were the semi-annual markets of the Furniture (Concluded on Page 12, Column 1)

Norge Offers New Styling For 1941

(Concluded from Page 1, Column 5) froster is always in place to catch defrost drip. This arrangement permits meats stored in the Coldpack to be kept undisturbed until wanted.

Ice cubes and frozen foods remain frozen in the freezer during the short nightly defrosting period. In case an owner should wish to freeze the ice cubes or desserts after midnight, she merely shifts the lever to the "off" position and the Night-Watch does not defrost automatically until the lever is shifted to the "on" position, when automatic defrosting is resumed again. In addition to controlling defrosting, the Night-Watch also serves as an electric kitchen clock. The clock is self-starting and is permanently lubricated.

By defrosting every night for a short period, the Night-Watch keeps the freezer in top condition all day every day, it is claimed, assuring better refrigeration and helping to minimize electric current cost.

While the Night-Watch is the most dramatic Norge feature for 1941, another innovation is the new "Hollywood beauty" styling, which extends from the top super deluxe "nine" down through the lowest priced "six." Norge cabinets and doors come together in unbroken lines. Breaker strips are virtually eliminated, door handles are streamlined in chromium, and the base is in silvery stainless steel.

Offered again on several models this season, is the Norge Cellaret, which provides an unrefrigerated

'Night-Watch'



Norge's new defroster also serves as a handy kitchen clock.

storage compartment for reserve supplies at hand for refrigeration when needed. Several other models have a new ventilated bin for dry storage of bulky vegetables.

The safety-sealed Norge Fast-Freezer is equipped with new mechanical ice trays, which release one cube or a trayful. Most models have either a single or full-width sliding Hydrovoir drawer under plate glass cover for humid storage of green vegetables. Several models have sliding shelves.

A special Norge model this year is the new DF-901, a full-size "nine" designed particularly for use in farm homes. Equipped with the Hand-froster and the sliding Coldpack meat and Hydrovoir vegetable drawers, it has a flexible shelf arrangement which can be adapted to many different storage purposes. Space for several large baskets of eggs, or for four or five large cans of fresh cream can be provided by altering the shelf arrangement.

7 Frigidaire Units

Have 'Cold-Wall'

(Concluded from Page 1, Column 3) produced single-door cabinets of this size. One of the "nines" is Dulux, the other porcelain.

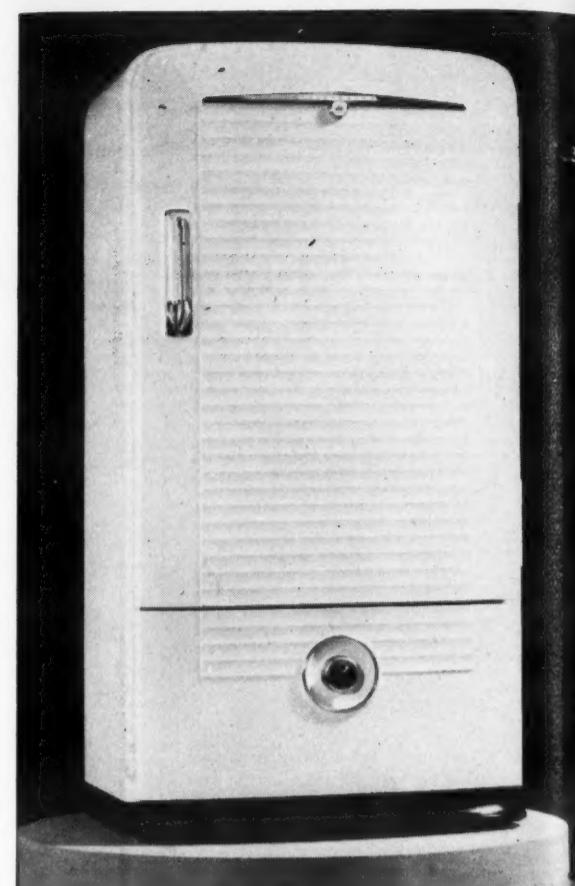
New type of cabinet styling extends to all models in the line with the exception of the four units in the lower price series, which resemble somewhat the design used last year. Throughout the remainder of the line, however, extensive changes have been made, enabling each series to be identified by its exterior appearance alone.

One series of cabinets, for example, has modernistic fluting placed horizontally across the door panel, an attractive black and chrome base, and a new type of door latch. Throughout the line of new cabinets, doors are wider and afford easier access to the food compartment. All models in the Cold-Wall line, including both regular and deluxe models, have new cabinet styling which includes a raised heavy chromium finished strip extending up the center of the door and across the top of the cabinet to the rear. Other features of cabinet design also express the modern interpretation of line and form.

Color is used conservatively in 1941 cabinets, some door edges having a gray colored seal and spots of blue being in evidence inside the food compartment on the polished freezer doors and on the front of the hydrators.

Frigidaire has planned its 1941 line to include two low-priced models

One of Frigidaire's New Cabinet Styles



release is supplied with all models except the S-3 and S-4.

Improvements also have been made in the Meat Tender, the storage container for fresh meats developed by Frigidaire. The Meat Tender is larger in 1941 models, and in each case it slides out and is supported so that it need not be held while it is being loaded or unloaded with meat. The cold storage tray used in some models also has been improved and offers larger storage space.

Freezer is designed to provide ample frozen storage space with no sacrifice of ice freezing or ice storage. Each freezer also is enclosed with a spring closing door.

One striking change has been effected in the design and location of the freezer in the Cold-Wall Deluxe models, top models in the line for 1941. In the Cold-Wall Deluxe series, a chest-type freezer is located across the entire top of the food compartment, making the design horizontal rather than vertical. One side of the freezer is intended for ice cube freezing and for frozen storage, while the other side holds the meat tender for storage of fresh meats.

Complete 1941 line consists of the following models: R-6, S-3, S-4, S-6; L-6, L-8; M-6; MP-6; C-6 and C-9; CP-6; CD-6; and CDP-6, CDP-9, and CDP-13.5. The "S" series includes all models in the lower price bracket, the "L" and "M" series are in the middle price level, the "C" group is the lower priced Cold-Wall series, the "CD" model is the deluxe Cold-Wall, while the "CDP" series designates the Cold-Wall deluxe models with porcelain finish.

The MP-6 and CP-6 also are finished in porcelain. All other models have Dulux finish. No 5-cu. ft. cabinets are included in the 1941 line, and only one 8-cu. ft. model is offered this year. The 9-cu. ft. models replace the "eights" in this year's line.

STUDIED USERS' DESIRES

Careful study of consumers' desires, according to company officials, is responsible for many of the features found in the company's 1941 line of electric refrigerators, including most of the lower priced models. These improvements were developed following a survey of refrigerator users and dealers to determine what these persons believed a modern electric refrigerator should contain.

One result of the survey is the inclusion in all except the lowest price bracket models of a storage bin that affords space for keeping canned goods and other items which do not require refrigeration.

Except in the R-6, S-3, and S-4 cabinets, sliding hydrators will be standard equipment in all 1941 models. The sliding feature has been a part of hydrator convenience in a number of models heretofore, but it never has been so generally applied as it is this year. Hydrators are spacious, and in most models have glass tops that make the interior and its contents quickly visible. Design of the hydrator also has been harmonized with the modern style of the 1941 Frigidaire cabinets and fittings.

All-metal "Quickube" ice trays, with instant release features for tray and grid are included with every model. One double-width ice and dessert freezing tray with built-in

Greater flexibility of shelf adjustment also is a new feature in the Cold-Wall Deluxe series. In these models, which include the CD-6, CDP-6, and CDP-9, shelves may be moved up and down on rests which are an integral part of the cabinet lining. These variations in shelf spacing make possible arrangement of shelves when additional room is required on a shelf for larger items of food or for deep dishes.

Food compartment in 1941 models has been enlarged so that actual storage space exceeds the rated capacity of the cabinet, it is claimed. For instance, the M-6 actually offers 6.9 cu. ft. of storage space. Similar conditions are present in several of the other models.

Among other improvements in design, 1941 models include a recessed automatic light in some units.

THE FINEST LINE IN 42 YEARS!

FINEST QUALITY

WIDER VARIETY

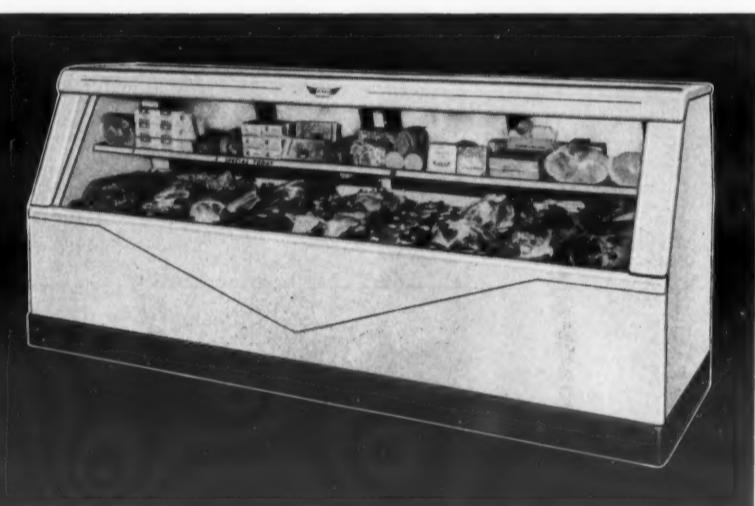
BIGGER PROFITS

FASTER DELIVERY

BETTER FINANCING

FEWER SERVICE CALLS

LIFETIME VISION



Hundreds of dealers have made real money with Fogel for many years.

Now . . . our immense new factory, just completed, provides ultra-modern production facilities and permits us to give still more "extra value at no extra cost."

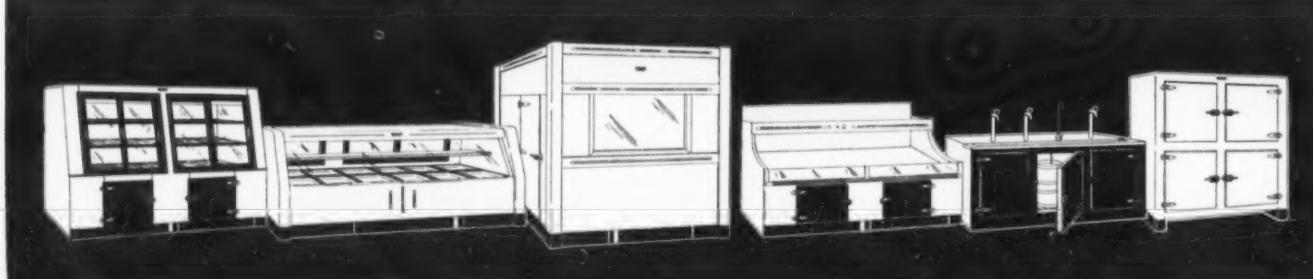
This, plus an unusually bright general business outlook, offers greater opportunities than ever to alert, progressive dealers.

FOGEL IS CONSTANTLY GOING AHEAD. JOIN UP . . . AND "GO AHEAD WITH US."

WRITE TODAY! . . . ADDRESS DEPT. E

FOGEL REFRIGERATOR COMPANY
PHILADELPHIA, PENNA. "SINCE 1899"

HERE'S YOUR CHANCE
TO MAKE MORE MONEY
HIGHER QUALITY—LOWER PRICE



"FAN-DIRECTED FLOATING COLD"

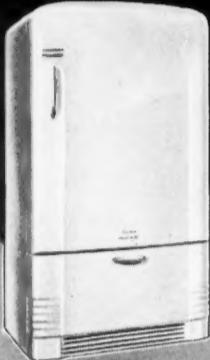
UNIT COOLERS

FOR MORE REFRIGERATION PER DOLLAR

Peerless
OF AMERICA INC.

Midwest Factory General Offices—515 West 35th Street, Chicago
Branch Offices: New York, Los Angeles, Dallas, Export Div., Detroit

CROSLEY Announces
AN ENTIRELY NEW LINE OF QUALITY REFRIGERATORS
BIGGER, MORE BEAUTIFUL, MORE
USABLE THAN ANYTHING ELSE
IN THE INDUSTRY!



Separate frozen-food storage in every model!

One-piece welded steel cabinets!

Extra refrigerated bottle space!

Fiberglas insulation throughout!

Improved Electrosaver mechanism!

Deluxe high humidity cabinets!

And many other great Crosley Features!



**Only Five Popular-Sized, Fast-Selling Models,
3 "Sixes"—2 "Eights"**

CROSLEY introduces the finest line of refrigerators it has ever built! New engineering, new manufacturing processes and *an entirely new design* bring the new models to the forefront as *quality* products from every standpoint—make them the No. 1 choice for 1941!

RETAILERS will appreciate the profit opportunity in a line of only 5 *popular-sized, fast-selling models*—3 "sixes" and 2 "eights." Maximum sales opportunity with *minimum investment and minimum inventory!*

SALESMEN will enthuse over the new line because it offers more selling advantages than any other on the market—*one of them the greatest in the industry!* These new Crosleys, paced by the new "Super SHELVADOR," have every worthwhile feature, every mechanical advantage of recognized value in the industry. The 1941 Crosley refrigerators are *competitive in every respect!*

Two new "Moist-Kold" models embody the newly-popular, fast-growing high humidity principle at its very best. The Crosley method of retarding dehydration *combines* humidity and air circulation in *proper relationship!* Yes, the Crosley "Moist-Kold" models will place in the hands

of Crosley dealers and salesmen *still another strong competitive selling advantage!*

The "Super Shelvador" feature—*patented by Crosley*—will sweep the nation. Entirely new and more permanent type of construction enhances the appearance of the door as well as the entire cabinet. It's wider. It's higher. It holds more. And for the first time it provides an entire shelf for bottles!

Every model in the new line features the Freezor-cold separate storage compartment for frozen foods in addition to ice tray storage. Just another selling advantage in this most modern, most complete refrigerator ever built!

Never before has there been a line of refrigerators combining so much quality with such sales appeal! The greatest national advertising in Crosley history will translate these many advantages into consumer demand!

For further information, or an invitation to view the complete line of new models, get in touch with your nearest Crosley distributor. Or communicate direct with factory headquarters—by letter, phone or wire.

THE CROSLEY CORPORATION
Powel Crosley, Jr., Pres.
Cincinnati, Ohio

**New SUPER
SHELVADOR**
(PATENTED)

America's No. 1
Food Convenience Feature
Offers TWICE AS MUCH
FOOD TO THE FRONT!



**SUPER SHELVADOR SPACE
IS ALL EXTRA SPACE!**

Main food compartment in the "Sixes" measures full 6 cu. ft. exclusive of the door. There's over an extra cubic foot in the Shelvador—a bonus that only a Crosley offers!

In the "Eights" there is actually 9 cu. ft. including the Shelvador!

Plus

**a New CROSLEY
Big Low Priced "6"**

For
Only

\$99.95*



The lowest price ever offered for a 6 cubic foot model with a nationally-advertised name! Packed with traffic-building, promotional power!

Entirely new appearance for a Crosley at this price—with enough features to make this the outstanding value on the market for a "6" at anywhere near this price!

*Prices slightly higher in the far west

Larger Ovens the Style



The 1941 Westinghouse Commander, a medium-priced range, has an extra-large Tru-Temp oven. This model also has the "single set" switch, described as a major contribution to the process of making cooking automatic. With one setting of this switch, food on the surface unit cooks at high heat for any desired time up to 30 minutes, then the unit automatically turns down to any one of four lower heats for as long as desired.

'Single-Set' Switch Tops Westinghouse '41 Range Features

MANSFIELD, Ohio — A "single-set" switch development designed to further the "automatic" feature of electric cookery, larger oven space in all models, and streamlined styling throughout characterize the new line of electric ranges introduced to distributors by Westinghouse Electric & Mfg. Co.

Westinghouse's 1941 electric range line numbers seven models, four fewer than were offered in 1940. In addition to the new single-set switch development, used for surface cooking, all models now have all switches placed on the back panel, available last year only on the higher priced models.

The single-set switch feature, it is claimed, enables the housewife to place her food on the range, set a single dial, and devote the time she used to spend "watching the pot" to leisure or other household tasks. With one setting of the switch, it is said, the food cooks at high temperature for any desired time up to 30 minutes, and then automatically turns down to a selection of any one of four lower heats.

Another feature of the switch is to turn off the current completely—of particular value in preparing single-dish meals or for stewing dried fruits. In this case, the time dial is set for 30 minutes, and the unit cooks for that period of time on medium high heat, then automatically turns off.

The Westinghouse range line for 1941 is led off by the Emperor, a two-oven unit with an automatic electric outlet on the back panel. This permits a coffee-maker, toaster, or other small appliance to be plugged in and operated on the range surface during preparation of a meal. This model has a detachable "economy cooker."

Feature of the Regent model is an over-size oven, capable of baking 86 lbs. of potatoes at a time, it is said. This range also has an auxiliary oven and a built-in deep-well cooker.

The Commander, with one oven and the deep-well cooker, is equipped with a built-in combination electric timer and "minute-minder" which rings the bell at a pre-set time to remind the housewife to remove cooking foods.

The Champion model has a large oven with interior light, three storage drawers; in the Captain model, a glass oven door enables the housewife to watch baking and roasting operations without opening the oven.

The Commodore model, low-priced unit, also has all switches on its back panel, a large oven, and approximately 6 cu. ft. of storage space. Completing the line is a small apartment house model of conventional design. All models have standard five-speed Corox surface cooking units.

Tuthill Sales Meeting Set For Jan. 17

CHICAGO—Annual sales meeting of the refrigeration products division of Tuthill Pump Co. will be held Jan. 17 at the Stevens hotel, following the All-Industry Show, reports H. T. Kessler, vice president in charge of sales. All sectional sales managers and direct factory representatives will attend.

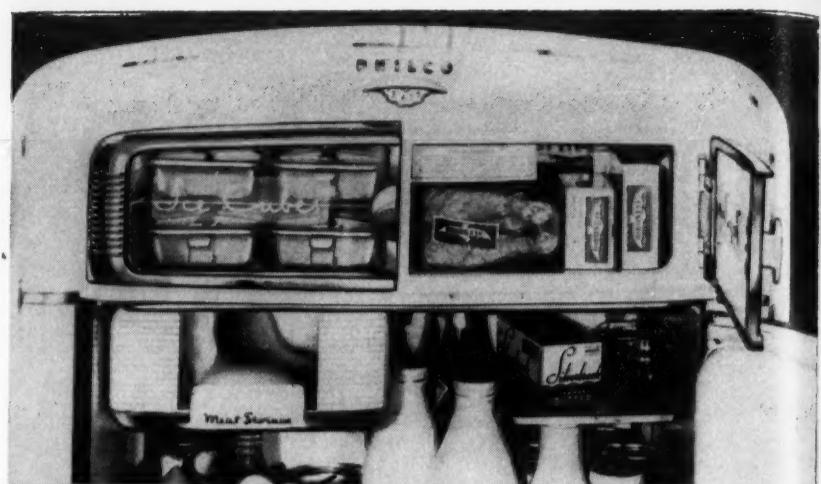
In addition to G. B. Tuthill, president, M. W. Huber, vice president in charge of production, and C. G. Erikson, of the Tuthill organization, speakers on the program will include H. L. Schaefer, G. E. Berres, and L. B. DeForest of Harold L. Schaefer, Inc.; C. D. Olin, Servel, Inc.; B. W. Jaffe, Illinois Baking Corp.; W. F. Fitzgerald, Lily-Tulip Corp.; C. Bonheimer, Moorhead & Co.; H. Hansen, Minneapolis Securities Corp.; Fred H. Ebersold, Fred H. Ebersold, Inc.

Sales plans for the new line-up of Tuthill counter-type ice cream freezers and auxiliary cabinets for 1941 will be covered at the meeting.

Nema Meeting Feb. 17-21

CHICAGO—Annual winter meeting of National Electrical Manufacturers Association will be held Feb. 17 to 21 in the Palmer House here.

Philco Gives Users a 'Look-In'



Giant-size frozen food compartment is a feature of Philco's "advanced design" 1941 models. There are separate sections for ice cubes and frozen storage, with doors of transparent plastic.

(Concluded from Page 1, Column 2)
Philco models are:

MU-6	\$114.75
MR-6	124.95
MS-6	139.95
M-6	159.95
MH-6	169.95
MR-9	179.95
MA-7	189.95
MAH-7	219.95
MAH-9	259.95

In addition to the sub-freezing cold provided in the frozen food compartment, new models also have dry and moist cold compartments. The "Cold Shelf" is featured in all of the company's "humidity" models. This shelf contains a complete, but invisible, non-mechanical cooling system that supplies cold above freezing to the moist cold compartment. The flat aluminum "Cold Shelf" is claimed to have the added advantage of cooling food more rapidly as more foods are placed upon it. Thus, it is said, the food actually aids in cooling the compartment.

The "Cold Shelf" is a complete, secondary refrigerating system that has no connection with the main system, and no moving parts. It has its own charge of "Freon." It is always cold, but never freezing;

hence, it is claimed, it collects moisture but does not frost. Aluminum surface of the shelf is designed for easy cleaning, and seals tight against the food liner walls.

Moisture in this compartment can be varied by a control in the glass seal shelf that separates it from the dry cold compartment. A rubber door gasket completes the seal.

In models equipped with this "Cold Shelf" it is not necessary to wrap or cover foods, it is claimed. Taste, color, flavor, and juices are preserved in this compartment, sealed off from the other chambers.

Dry cold, necessary for packaged food and dairy products, is provided in a separate compartment.

The Conservador has been strengthened with heavier and more durable fittings, and is trimmed with stainless chromium. Finish is Dulux, as is the exterior of the box, and the metal is Bonderized steel to prevent flaking and rust. The Conservador will again be featured as offering "26% more quickly usable space."

A Two-At-A-Time ice cube release snaps out cubes two at a time with a simple motion of a lever, or all of the cubes can be removed with a new patented ice release.

Adjustable levelers are provided on all models insuring perfect operation on uneven floor surfaces.

A thermometer, visible as the outer door is opened on all models, enables checking of temperature.

Why Not Let BUNDY Engineers Help You?

Our customers look to us for more than tubing—they expect thinking.

BUNDY
TUBING
DETROIT

The pipe sockets of STREAMLINE Wrought Copper Fittings are machined, thus maintaining very close capillary tolerance. They are of ample length and well within the strength limits for soldered areas as determined by the National Bureau of Standards. They provide adequate support for the pipe lines.

The shoulders or pipe stops are positive and at right angles to the fitting. This feature acts as a stop in preventing the liquefied solder from getting into the pipe lines.

STREAMLINE Wrought Copper Tees and Elbows are protected with heavy paper board caps which eliminates all dirt or foreign particles from entering in stocking, handling, or shipping. The caps also afford protection against the solder cup becoming distorted and out-of-round.

Send for illustrated Price List.

MUELLER BRASS CO.
PORT HURON, MICHIGAN

STRENGTH WHERE IT IS NEEDED

Note internal construction of STREAMLINE TEE—Extra strength provided where it is needed—No sharp corners to create turbulence and restrict flow.



STREAMLINE **Wrought Copper FITTINGS** —

Who's Who Where

Now In Detroit



G. N. "JERRY" KNOWLES

Knowles Gets Detroit Brunner Sales Post

DETROIT — Gerald N. "Jerry" Knowles has been appointed representative of Brunner Mfg. Co. in the Detroit territory, which includes all of Michigan in addition to northern Indiana and the northwestern part of Ohio. Mr. Knowles comes to Detroit from New York City, where for some time he has been associated with the Brunner office there.

Starting his career in refrigeration in 1926, Mr. Knowles has been associated with Servel, Kelvinator, Nizer Ice Cream Cabinet Co., and other industry companies. His experience has equipped him to handle all types of refrigeration problems, including engineering consultation.

Before joining the Brunner organization, Mr. Knowles was associated with a New York City export company as head of the air conditioning and refrigeration division, during which he spent some time in Europe studying the commercial refrigeration and air conditioning industries of those countries.

Selle-Wilson Co. To Cover Arkansas For Norge

LITTLE ROCK, Ark.—A newly named organization, Selle-Wilson Co., has been appointed distributor of Norge refrigerators and appliances in Little Rock and the Arkansas territory.

Principals of the company are John W. Selle and Berlin Wilson, have been operating the Selle Equipment & Contracting Co. at the same address since 1936. This organization will continue as distributor of York commercial and air conditioning equipment in this area.

Joins W. E. Titus Staff

DALLAS, Tex.—R. Q. McFarland has been named city salesman for W. E. Titus Wholesale Co., Crosley distributor.

Wesco Names Fisher Northwest Manager

CHICAGO—J. H. Fisher, manager of the Middle Atlantic district of Westinghouse Electric Supply Co. in Philadelphia, has been appointed manager of the company's northwest district with headquarters here.

In Chicago, Mr. Fisher will take over the duties of J. C. Schmidtbaumer, who has been elected a vice president of the company. The new manager will have charge of Wesco branch offices in Peoria, Ill., Indianapolis, Fort Wayne, Terre Haute, and Evansville in Indiana; Davenport, Waterloo, Des Moines, and Sioux City, in Iowa, and Omaha, Neb.

Mr. Fisher has worked for Westinghouse in Philadelphia throughout his business career, beginning in 1913. He has been the manager of Westinghouse Electric Supply Co.'s Middle Atlantic district since 1931.

Czech Heads New Wesco Milwaukee District

MILWAUKEE—Formation of a new sales district of Westinghouse Electric Supply Co., to be known as the northern district, with headquarters here, has been announced by B. W. Clark, president of the Wesco organization.

Henry Czech, now head of the northern group branches of the company, has been appointed manager of the new district, which will include Westinghouse Electric Supply Co. branches in Milwaukee, Madison, St. Paul, Minneapolis, and Duluth.

A long-time resident of Milwaukee, Mr. Czech entered the Westinghouse organization in 1926, when the firm with which he was associated, Julius Andrae & Sons, became affiliated with the company. In 1931 he became manager of the Milwaukee and Madison offices, and was placed in charge of the northern branches in 1936.

Joins Iowa Jobber



E. R. "DEKE" FERGUSON

'Deke' Ferguson To Represent Republic Electric Co.

DAVENPORT, Iowa—E. R. "Deke" Ferguson has been appointed sales representative in the western Illinois territory for Republic Electric Co., refrigeration supply jobbing firm covering the western Illinois and eastern Iowa territory.

Before joining the Republic staff, Mr. Ferguson was with the General Electric and Kelvinator dealer in Elkhorn, Wis.

D. S. Mix Will Handle Media Relations For G-E

SCHENECTADY, N. Y.—Responsibility for media and publishers relations in the General Electric publicity department has been assigned to D. S. Mix. Under his new duties, Mr. Mix will have responsibility for the work formerly handled by the late F. R. Davis.

Mr. Mix will continue to devote his time to publicity department training programs and personnel.

With features like the NORGE NIGHT-WATCH*

you can SELL UP from Price-Tag Competition...



THERE'S
THE GREATEST
BUYING FEATURE
OF ANY YEAR!

*NORGE NIGHT-WATCH automatically defrosts freezer EVERY NIGHT for top-notch refrigeration all day, EVERY DAY!

FEATURES OF NORGE SUPER DE LUXE "66" MODEL S-663

1. Over-size food compartment, 6.5 cu. ft.
2. 13.17 square feet of shelf area
3. 4 full shelves—1 with removable insert
4. Chrome shelves with curved guard rail fronts
5. Exclusive Safety-Sealed Fast-Freezer—odor-proof and flavor-proof to assure tasteless ice cubes
6. Refrigerated freezer shelf
7. 4 easy-out mechanical ice trays
8. 70 ice cubes (10 lbs.)
9. Exclusive Night-Watch Full Automatic Defroster
10. Beautiful chrome trimmed Night-Watch Electric Clock; fine quality; parts sealed in oil; large second hand; self-starting
11. Exclusive Norge Handdefroster
12. Sliding covered Coldpack meat drawer
13. Full width sliding glass-covered Hydrovoir vegetable drawer
14. Porcelain interior with acid-resisting bottom
15. Exclusive big Cellaret reserve storage
16. 6 Big Zones of food storage—
1) Freezing Zone for ice, salads, desserts, frozen foods
2) Beverage Zone for milk, ginger ale, etc.
3) Extra Cold Zone for fresh meats
4) General Cold Storage Zone
5) Cold-Moist Zone for green vegetables
6) Reserve Storage Zone for bottles, canned goods, etc.
17. Automatic electric floodlight
18. Norgite insulating door panel
19. Genuine, nationally advertised, Fiberglas insulation
20. Hollywood beauty cabinet
21. Beautiful chromium hardware
22. New Lazilatch door handle giving finger-tip opening and closing
23. Set of refrigerator dishes (oven ware)
24. Famous Quiet-Flo Rollator Cold-Maker
25. Exclusive Motor-Cooler gives exceptional cold-making efficiency, assures long life
26. Curved throat lining of silver plastic with chrome trim
27. Stainless steel base trim

The Norge dealer can talk price-tags too, of course, but he can talk consumer language that is a lot more profitable and that language is FEATURES.

The Night-Watch, for example, completely defrosts the freezer automatically, every night at midnight, and reduces defrosting attention to once-a-week emptying of the Handdefroster. This is ONE GREAT IMPROVEMENT women have been waiting for—REAL AUTOMATIC DEFROSTING—perfected by Norge because Norge already had the exclusive Sealed Freezer, Covered Coldpack and Handdefroster—all of which are necessary to real automatic defrosting.

This improvement will go big with every buyer and particularly with the replacement buyer because it marks the greatest difference between what she has, and the newest, most up-to-date refrigerator she can buy.

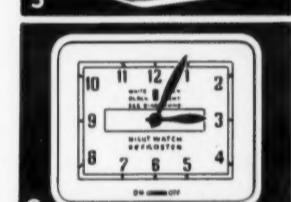
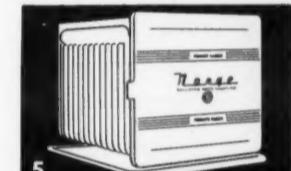
And Norge has plenty of other features that make grand salesroom and living room talk. These features "step-up" in logical sequence from great value lowest-priced models to the big capacity Super De Luxe "Nine." They carry the prospect away from price-tags, toward the product she needs and should have, with the profits you need and must have.

Norge, the only complete "family" of home appliances, offers the greatest year-round profit opportunity in the appliance industry. Write for details.

NORGE DIVISION BORG-WARNER CORPORATION, DETROIT, MICHIGAN

See NORGE before you buy

NORGE QUIET-FLO ROLLATOR REFRIGERATION • GAS AND ELECTRIC RANGES • WASHERS • HOME HEATERS • GAS AND ELECTRIC WATER HEATERS • COMMERCIAL REFRIGERATION



NORGE Quiet-Flo
ROLLATOR
REFRIGERATION



AIR CONDITIONING & REFRIGERATION NEWS

Trade Mark registered U. S. Patent Office; Established 1926 and registered as Electric Refrigeration News

F. M. COCKRELL, Founder

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What's Ahead For Retailing In 1941

SESSIONS of the American Marketing Association, meeting in Chicago recently, keynoted the probable course of retail and wholesale merchandising developments during 1941. Professor John W. Wingate, New York University, named 10 outstanding trends in retailing:

1. More promotion of deferred payment plans, including junior credit.
2. Establishment of branch stores.
3. Emphasis on complete stocks rather than turnover, from the dealer's own viewpoint.
4. More facts about goods to help buyers make up their minds.
5. Cooperation between stores and vendors.
6. Sales training by immediate department superiors.
7. Development of key resources—concentration on buying.
8. More specification buying.
9. Consolidated delivery systems.
10. Air conditioning.

CONSUMERS DEMAND FACTS ABOUT MERCHANDISE TODAY

"More facts for consumers" is being given attention by a great many retailers in connection with the development of mail order catalogs. Retailers are putting more and more study on this kind of informative advertising. Informative labeling is also making rapid progress, partially due to the impetus of fair trade laws.

Normal display advertising, however, continues to have little respect for detailed information. If retailers are skeptical about how far this consumer demand for more information really goes, this skepticism is based on the theory that "Sally Jones is more interested in sex appeal than the thread count."

The consumer demand for facts was considered more at length in another report before the association, in which it was pointed out that while many members of the public want merchandise testing, yet they believe that most of the testing now being done is just promotion stunt work.

They feel that the proclaimed interest of retailers in their desires is in many cases not at all genuine.

TEACHERS DO A LOT OF DAMAGE TO CONFIDENCE

Teachers of advertising and marketing were credited with doing a good deal of harm to the field in many cases, by laying undue stress on the failings of advertising rather than on an understanding of its place in a merchandising program and its function in the distribution system.

On the other hand, the National Consumer-Retailer Council was praised for a fine educational job in teaching the consumer that the advertising problem is by no means as one sided as it is often presented.

Prof. Wingate said that group buying is being superseded by central purchasing offices, which provide more mobility for the store using them, and also reach decisions more quickly than a group of buyers. Central buying organizations are being set up not only by large single stores, but by groups of retailers.

FROZEN LOCKER PLANTS IN PUBLIC EYE

Another report dealt with two items of particular interest to refrigeration equipment merchandisers. It emphasized the importance of frozen locker plants, estimating that they were increasing at the rate of 50 per month, and called to attention the sales of frozen foods direct to homes in the east.

Among the many subjects considered in the association sessions were the increasing unionization of retail store employees, the growth of supermarkets in the food field and the probability of their spreading popularity in other lines of retailing, the possibilities of price-fixing by the government, and the fight between American cities to win the style crown formerly worn by Paris.

FUNCTION OF JOBBER APPRECIATED IN EMERGENCIES

A report on wholesaling said that clarification of the nature of the term is badly needed. It found a continuation of the tendency for wholesalers to identify themselves more definitely with retail outlets. The function of the wholesaler is usually more appreciated in emergencies than in normal times, the report concluded, despite recent attacks on the jobber by certain government bureaus.

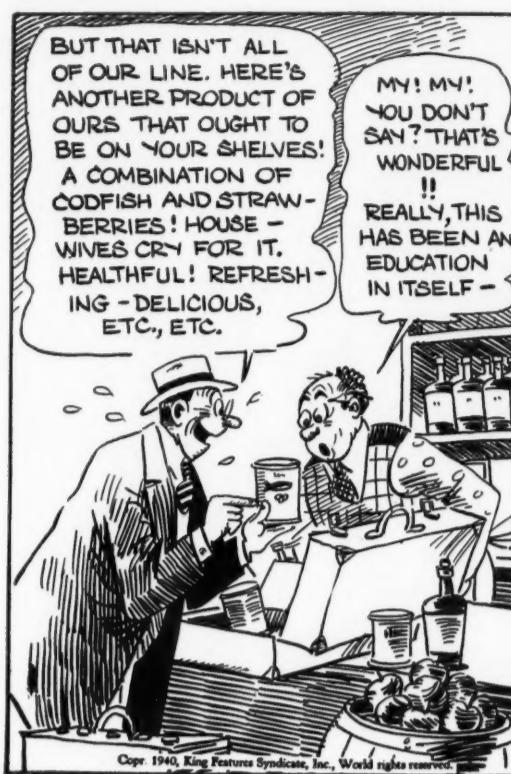
One of the chief considerations before the wholesalers for the coming year was detailed by Charles I. Gregg, associate professor of business, Harvard Graduate School of Business Administration, who is on leave of absence to serve as assistant to the Coordinator of National Defense Purchases of the Advisory Commission to the Council of National Defense, and Nathaniel H. Engle, marketing consultant of the Consumer Division of the N.D.A.C.

REASONS FOR MAINTAINING 'BUSINESS AS USUAL'

However, unofficial their statements may have been, the views of these two speakers posed many an important problem for wholesalers to consider. The high points of their comments on abandoning business as usual were:

"... Business is going to be called upon to cooperate to the limit of its ability—to cooperate with other business units, with government buying

They'll Do It Every Time By Jimmie Hatlo



agencies and to integrate itself into a national effort which is to be measured in terms of sacrifices, of goods produced on time and in the necessary quantities.

"Furthermore, it must look forward to a post-emergency struggle such as we probably have never met before.

"It is always easier for men in authoritative positions to expand their activities than to restrict them. Yet the defense program calls for some curtailment of activity and some change in accustomed modes of activity.

"The first of the cherished things to be given up is pride of achievement in designing some particularly appealing variation of a product. . . . Among the most obvious reasons for this are the importance of interchangeability on the field of action; uniformity of instruction in the use of the product; protection against paucity of suppliers; economy in purchase, and conservation of the materials and energies used in manufacture."

BUSINESS CAN HELP BY VOLUNTARY SELF-REGULATION

As for companies who are still selling to consumers, ". . . it is expected that they will contribute to the defense effort by refraining from certain normally used appeals. They will not refer to threatened shortages of supplies, to the probability of rising prices, or to other conditions tending to disrupt or unbalance the domestic economy.

"As the defense program proceeds, it is likely that greater and greater restraint will be required in the sales approach to the civilian market."

All the above is expected on the basis of voluntary discipline. Business is expected to take the initiative in studying rearmament methods.

'PLEASE DON'T BOTHER THE GENERALS & ADMIRALS'

Personal visits of company representatives to the purchasing offices of the Army or Navy are generally frowned upon as unnecessary in selling to them.

Both suppliers of military and civilian goods are expected to maintain reasonable profits, and the government will assist in making this possible.

Manufacturers now selling direct will probably have to use wholesalers' services, and in prospect of a possible shortage of transportation, both producers and wholesalers will have to

carry larger inventories. Field warehouses will be widely used.

BE PREPARED FOR EXTENSION OF PRIORITIES

Extension of priorities is inevitable.

One immediate adjustment hoped for is that the United States will buy more products from South America so that they can buy more from us.

Selling will not continue as usual under the rearmament program, so marketing executives must in large measure lay aside certain ways of thinking and turn to the cultivation of other modes of approach.

That's the marketing forecast by those who are supposed to know, retail and wholesale. In other words, business as usual, yet business NOT as usual. Retailers and wholesalers will probably get some of each; it's a big order for the year ahead.

LETTERS

LICENSING SERVICE MEN

American Refrigeration Co.
1114 Bedford Ave., Brooklyn, N. Y.

Editor:

The writer of this letter has been approached by one of the councilmen of this city with the query as to how many cities in these United States have ordinances regulating the licensing of refrigeration and air conditioning service men.

Not being in a position to give this particular type of information, I am taking the liberty of writing you in the hope that possibly you might be able to send me this information.

JAMES A. STANLEY
Answer: There are only a few cities in this country which have ordinances regulating the licensing of refrigeration and air conditioning service men.

Chicago, Detroit, and Los Angeles, are the principal cities in which there are licensing ordinances.

On page 1 of the Dec. 11 issue of AIR CONDITIONING & REFRIGERATION NEWS is a story about the activities in refrigeration safety code ordinances in this country, and it is possible that you might get some further information from Mr. Brooks, the man who made this report. He can be addressed in care of the National Electrical Manufacturers Association, 155 E. 44th St., New York City.

CONSTANT INTEREST & VALUE

Westinghouse Merchandise Distributors, Inc.
81 W. Mohawk St., Buffalo, N. Y.

Sirs:

It is a pleasure to enclose check for \$4.00 for the REFRIGERATION NEWS which is a source of constant interest and value throughout the year.

L. E. DAY, Credit Mgr.

Season For Meetings In the Appliance World



This Pan-American group, from countries whose importance as a market is on the upgrade, came to see Westinghouse 1941 major appliance plans. Left to right: Arturo Nieto, Celaya, Mexico; J. A. Cowan, Mexico City; B. R. Massey, Westinghouse Electric International Co.; A. Bueno, Lima, Peru; Raul Nieto, Mexico; L. G. Coindreau, Monterrey.



Committee who was in charge of the annual banquet and meeting of the Electric Association of the Niagara Frontier. Left to right: Hathaway, G-E; Albert E. Sullivan, Buffalo Electric; W. T. Bettendorf, Bettendorf Electric; Merle Bedient, L. A. Wooley, Inc.; Earl Johnson, Buffalo Niagara Electric; Kenneth Reid, Buffalo Industrial Bank. manager of the association; Don E. Evans, Graybar; S. S. Vineberg, manager of the association; Don E.



From the Pacific Coast came this quintet to the Westinghouse convention. Left to right: W. M. Jewell and W. I. Powell, Wesco, San Francisco; E. J. Duggan, Wesco, Salt Lake City; J. F. O'Donnell, Pacific Coast sales manager; C. E. Saviers, H. E. Saviers & Son, Reno.



Texas merchandising leaders for Westinghouse. Left to right: E. C. Cummings, Ft. Worth; Hal R. Edwards, San Antonio; R. G. Berle, Dallas; C. M. Mackey, Houston; and Ray Hill, Dallas.

'Necessary Evil'

That's What Harry Sussman of Cambridge Calls His Business In Used Refrigerators

CAMBRIDGE, Mass.—Buying, rebuilding, and reselling used household refrigerators is the business of National Sales Co. here, of which Harry H. Sussman is sole owner. With some three to four hundred boxes in stock all the time, Mr. Sussman depends on classified advertisements in Boston papers for the majority of his retail business.

Because the local department stores, the utility, and large refrigeration distributors do not make a practice of taking refrigerators "in trade," Mr. Sussman considers himself a "necessary evil" to the industry in this area. He buys used boxes from the customer.

"When the department stores, or a dealer, wants to make a trade," Mr. Sussman says, "they call me. I go and look at the box and usually offer the owner half of the National Market Index price for it. Before refrigerator prices came down this year I offered two thirds of the N. M. I. price—but now only half of that.

"In this way I make a market for used refrigerators in the Boston area, and the department stores and distributors do not have to take them in trade and resell them."

All refrigerators taken into the National Sales Co. shops are thoroughly overhauled, repainted, and refinished in every way.

Many boxes are sold to apartment

Get your slice of this Melon!

PROFIT PROTECTION RESERVE PLAN
FOR ALL APPLIANCE DEALERS

A wise merchant protects the profits he makes on his sales. Thousands of successful appliance dealers wisely use the PROFIT PROTECTION RESERVE PLAN for retail time-payment selling. Ask any of them why, and here's the answer you get:

IT PERMITS THEM TO OFFER THEIR CUSTOMERS A FAIR RATE AND LIBERAL TERMS.

IT STOPS A PROFIT-LEAK, BECAUSE IT PROTECTS THEM AGAINST THE LOSSES, AND REIMBURSES THEM FOR THE SPECIAL EXPENSES INCIDENT TO INSTALMENT SELLING.

You are entitled to your full profit for merchandise sold on time. Don't lose those extra dollars that accumulate into a tidy profit.

Switch to the PROFIT PROTECTION RESERVE PLAN this year. As a starter, mail the coupon, now. Learn how this plan can save you money.

COMMERCIAL CREDIT CORPORATION

IF YOU WANT
MORE Sales, MORE Profit
MORE Protection of Profit
A Cushion of Accumulated DIVIDENDS
START BY CLIPPING THIS COUPON
NOW!

Paste this on back of penny post-card or enclose in envelope

COMMERCIAL CREDIT CORPORATION
BALTIMORE, MD.

Send me full information.

Name _____
Address _____
City & State _____

house owners, a few go to dealers in Maine and New Hampshire, but the great majority are sold back to the public at retail. Prices run from \$39 to \$69, depending on the age and model of the refrigerator.

Another source of refrigerators is in repossessions from the finance companies. Mr. Sussman deals with the finance companies right along on the sale of refrigerators, too, as both Commercial Credit Co. and Redisco take his paper on used refrigerator deals, he reports.

TIME PAYMENTS O.K.

"This is the only place in Boston where a customer can get a used refrigerator financed through a finance company," Mr. Sussman says, "and this is because I have been in business eight years and the finance companies know what kind of merchandise I am selling."

Mr. Sussman also sells new Kelvinator, Norge, Westinghouse, Frigidaire, and G-E refrigerators to customers who have formerly purchased used boxes.

"We know who these people are," Mr. Sussman reports, "and when

they are ready for a new box we take the one we sold them originally in trade, and put the new box in service in their home. We have thousands of used refrigerator customers, and many more of them will eventually buy new ones."

According to Mr. Sussman, the local gas company allows \$25 on "any electric refrigerator that will run, and \$10 on anything else." Sometimes they take in six or seven used electric boxes a day.

"I go down there with a pencil that is red on one end and blue on the other. I check the boxes. Red means 'break them up,' and blue means I will pay half the National Market Index price."

At the present time the National Sales Co. staff consists of two service men, one in the shop and one out on the truck, and two outside salesmen.

Mr. Sussman has been making a study of other refrigerator rebuilding operations and plans to go to the distributors and dealers next year with a plan to recondition domestic refrigerators for a stipulated sum. He figures this can be handled for \$25 a box but feels that "\$20 is too low to make any money."

Mr. Sussman believes that "dealers all through New England will be able to make money out of this reconditioning plan."

According to Mr. Sussman, a constantly increasing volume of used electric refrigerators will be coming on to the market and arrangements will have to be made to meet this situation. He feels that the volume of "trade-ins" is getting higher every year and that this organization is in an excellent position to start rebuilding units for dealers all over this section of the country.

CONSERVATIVE CUSTOMERS

"Of course, you know New England people are very conservative," Mr. Sussman said, "and we may not get as many trade-ins as there are in other parts of the country, as people have a habit of hanging on to what they have."

As an illustration of this tendency, Mr. Sussman cited the case of a "wholesale salesman for a national manufacturer" who calls on him.

"That man," Mr. Sussman said, "has a refrigerator in his own home that is 16 years old—and he won't give it up."

For Your Convenience and Profit!

✓ marks the Spot * * * *
where you can get
PROMPT DELIVERY from stocks



Artic The Preferred METHYL CHLORIDE
for Service Work



E. I. DU PONT DE NEMOURS & COMPANY (INC.) • The R. & H. Chemicals Department • Wilmington, Delaware
District Offices: Baltimore, Boston, Charlotte, Chicago, Cleveland, Kansas City, Newark, New York, Philadelphia, Pittsburgh, San Francisco

**Schmidtbauer Wesco
Vice President**

CHICAGO—J. C. Schmidtbauer, northwestern district manager of the Westinghouse Electric Supply Co. at Chicago, has been elected a vice president of the company.

Mr. Schmidtbauer will continue to have headquarters at the northwestern district office, and will act as consultant to J. H. Fisher, the new manager. He will also assist the company in its commercial relationships throughout its northwestern and northern districts.

Mr. Schmidtbauer is a member of the Hardware & Electrical Wholesalers Association and for several years served on the organization's executive committee. He is a charter member of the Westinghouse Jobbers Association and was its second president from 1916 to 1918. He has continued as a member of the organization's executive committee since its formation.

**'Stanservice' New Concern
In Philadelphia**

HARRISBURG, Pa.—A state charter has been granted the newly organized Stanservice, Inc., 16 S. 20th St., Philadelphia, by the Secretary of the Commonwealth's office. The new firm will "purchase, lease, repair, service, maintain, and sell air conditioning and other similar machinery, parts, supplies, and accessories therefor." Principals include George E. Harper, Thomas W. Cahill, and Jean E. Cothron, all of Philadelphia.

**New
PHILCO
ROOM
VENTILATOR**

Only \$39⁵⁰
LIST
PRICE

**Opens Up Big
All-Year-Round
Business for You!**

Now, for the first time, a ROOM VENTILATOR at a price so amazingly low it will sell like hot-cakes. An entirely new engineering development that gives it all of the efficiency of units costing almost twice as much!

- Brings in Fresh, Clean, Filtered Air . . . 475 Cubic Feet Per Minute.
- Shuts out Noise, Dirt, Dust.
- Exhausts Stale, Stuffy Room Air . . . 110 Cubic Feet Per Minute.
- Recirculates Room Air . . . 185 Cubic Feet Per Minute.

A tremendous year-round market is opened for you! Every office, home, apartment is a prospect . . . large volume, steady profits! Easy-to-handle package merchandise! No Saturation! No Trade-in Allowances! Installation is quick, easy . . . a thirty-minute, one-man job. Get ready to cash-in! Mail the coupon today for full information.

*Price Slightly Higher Denver and West

Philco Radio and Television Corporation
Dept. No. 544, Philadelphia, Pa.
Please send me full details of your dealer franchise proposition on the new Philco Room Ventilator, together with Discounts and your Special Wholesale Credit Terms and descriptive literature.

Name _____
Street _____
County _____
City _____ State _____

Distributor's Service Dept. Allows Dealers To Concentrate on Selling

**James & Co. Establishes
8 New Departments
In Its Service Work**

ST. LOUIS—When any General Electric dealer in this city needs quick action on installation, reconditioning, repair, or packaging of any major appliance, all he need do is to pick up the telephone, dial the number of the new James & Co. "dealer service" building—and a very complete and efficient appliance service organization will swing into action for him.

Since 1935, James & Co., one of the midwest's largest distributors of commercial and domestic refrigeration appliances, has been busy with a plan to facilitate dealer operations so that the latter is left free to concentrate his entire time on selling—which after all, is his job. According to A. J. Brock, sales manager of the firm, this goal has boiled down to one outstanding point: that of taking all the "grief" of delivery, installation, repair, reconditioning, and warranty service off the dealer's shoulders.

Where the dealer must spend half of his time in detail work on already-sold appliances, sales must suffer, was the natural conclusion, and accordingly, the James company in November of last year completed a "streamlined dealer service" organization which henceforth will remove all these objections permanently for the 100-odd retailers operating in St. Louis and vicinity.

The new dealer service arrangement has been built into James & Co.'s major warehouse at 1011 Delmar Blvd. in downtown St. Louis, centrally located to serve all districts of the city, as well as East St. Louis, Ill. An entire fourth floor has been taken over for various segregated shops, each handling one service step, and two more for storage of major appliances to meet seasonal campaigns and special sales.

On the first floor is a carloading dock, truck dock, and a distribution

office for handling all deliveries for retailers. Deliveries will now feature quick delivery of any appliance through a convenient ramp from storage rooms to the elevator shaft, which opens directly on the truck dock.

The building has been completely reclassified into new departments, each partitioned off into an integral unit, to take care of each aspect of the retailer's business. The various shops and departments included have been arranged by Edward Hofmann, dealer service manager for James, into efficient units step by step through the building, so that no conflict can occur with any service.

New shops include:

1. Cabinet Refinishing—spray work room with no exposed switches which might cause explosions or other damage. Dealers can now have their trade-in boxes reconditioned here at nominal cost.

2. New Baking Room, with electric ovens for perfect new finishes for all reconditioned appliances.

3. New Range Reconditioning Shop, for testing of elements, thermostat checking and installation, new parts, etc.

4. New Washing Machine Shop, including facilities for new gears, motors, parts, refinishing, and electrical work.

5. Electrical Repair Shop, including motor repairs for all appliances, tube fabrication, refrigeration units, special construction, bending, and valve connections. Commercial and domestic refrigeration of any particular size can be fabricated here, according to the dealer's specified needs.

6. Re-grouped Parts Department—parts storage for replacement, including classified drawers for all old makes of refrigerators and other appliance parts, repair shop for reconditioning of worn parts, and a new-parts division for quick delivery to any dealer.

7. Refrigerator Accessory Shop—trays, glassware, range timers, clocks, and all accessories for use with G-E appliances.

8. Storage space on two floors for all appliances—room for large



Coil fabrication room in the complete refrigeration service department which James & Co., St. Louis distributor for General Electric, has established for the benefit of its dealers. Note the bender which is being used to perfect special coil arrangements.



Parts department stockroom, showing how everything is kept packaged as much as possible. Metal shelving, and drawers for small appliance parts, are used throughout. All parts are classified.



New paint spray room for enameling reconditioned refrigerators. A baking room is also provided.

enough a stock on hand to meet any rush demand.

The guiding purpose of the new dealer service building is of course backing up bond warranties on new appliances, but the reconditioning of new services of the reconditioning type, and the classified parts division

which can quickly supply needs for any year's model, have made it the source of valuable goodwill for James & Co.

Extension of the James servicing facilities followed studies of dealer requirements made over several months.

SERVEL COMMERCIAL REFRIGERATING MACHINES

Whether your requirements are large or small, standard or special, Servel engineers can help you solve your most vexing problems of commercial refrigeration or air conditioning. Write today to Servel, Inc., Electric Refrigeration and Air Conditioning Division, Evansville, Ind.

Servel's 4-cylinder 20 HP machine unit . . . one of 26 models in the complete line.

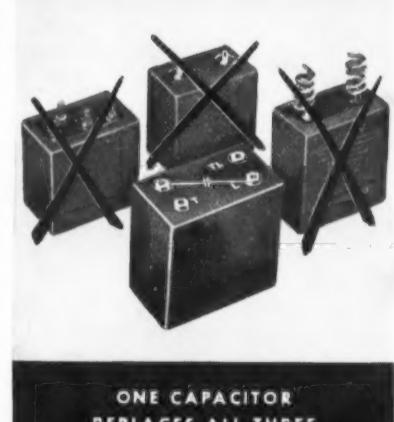
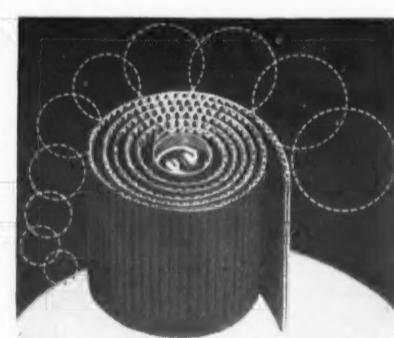
ACCURACY

You get it in WOLVERINE TUBING

—Buy From Your Jobber—

WOLVERINE TUBE CO. DETROIT

P.R. MALLORY & CO., INC.
INDIANAPOLIS, INDIANA
Cable Address—PEMALLO



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3 of G-E '41 Ranges Priced Under \$100

BRIDGEPORT, Conn.—Seven entirely new electric ranges, three of them priced below \$100 for the first time in the company's history, and with features and styling in all models said to be the result of suggestions by "back-seat engineers"—wholesalers and retailers who sell and service the appliances and housewives who use them—comprise the General Electric line for 1941.

Efficiency of the Calrod unit has been improved, features including the Inconel sheath, hermetic glass sealing, cool terminal zones, and an easy-to-clean drip shield redesigned to reflect 12% more heat.

On all but the top models, a new open-coil five-heat thrift cooker is featured, replacing the conventional three-heat unit and having a higher "high" and lower "low" temperature. Its aluminum one-piece drawn well is self-insulating, and the six-quart aluminum pail has a vapor lock lid. The cooker well has in the bottom a self drain for the careless user who pours in liquid without first inserting the cooker itself.

All ovens are 16 inches wide, 15 inches high, and a full 20 inches deep. Oven terminal blocks are front-serviceable, and oven doors are counterbalanced with a broiling stop.

Broiler pan has 30% greater area, permitting the broiling of two steaks or 20 lamb chops at once. The pan is a full 2 inches deep, has ears for lifting, and the rack overhangs the pan for easy removal.

A new broiler unit was also de-

signed, consisting of twin coils assembled to reflectors to increase broiling intensities and insure uniformity of operation. The "speed broil," with both units on, is 48% faster than in previous units, while the "slow" broil, using only the center unit, is 25% faster, it is claimed, and can be used for small quantities.

Minute-chimes and timers have been built into certain of the new models, instead of being available only as accessories. A new 7-quart thrift cooker for deluxe models employs an oven temperature cut-off and a Calrod unit, while the Calrod broiler unit and Tel-a-cook lights for switches are additional features.

Price-leader in the line is the "Leader" (model CT1), embodying the basic styling for all built-to-the-floor models and carrying a recommended list price of \$99.50. Smooth lines, rounded corners, and balanced overall design with matching hardware of white plastic with metallic-filled trim contribute to external appearance.



Above: G-E's top 1941 range, the "Stratoliner," has a built-in lamp, minute-minder, and condiment set, timer built into the nameplate, Calrod-equipped warming compartment, adjustable broiler shelf, and regular range features. Left: The "Leader" model, priced at \$99.50, with thrift cooker, storage drawer, full-size oven, complete broiler unit as standard equipment. Two other ranges in the line are priced below \$100. In the more expensive models, "cooking by color" will again be featured.

Milwaukee Pondering Rebuilding Set-Ups

(Concluded from Page 1, Column 1) are at present equipped to take care of this reconditioning, nor do they have any arrangements for having this work done elsewhere. So the question arises as to whether the time is ripe for the establishment of a central reconditioning bureau in Milwaukee; and, if so, how such a central bureau is to be set up and operated.

Some cities have solved their trade-in problems through the establishment of reconditioning bureaus, the association points out, mentioning the arrangement now in effect in Philadelphia as an example of a large-scale effort, and the Wards, Inc. operation in New Orleans as indicative of how the problem may be handled by an individual dealership.

Two ways in which a central reconditioning bureau could be set up are mentioned in the bulletin. Under the first, the association itself could set up a reconditioning plant, sufficiently manned to take care of the rebuilding job and return the units to individual dealers for resale, for a reasonable service fee. This would be purely a service proposition on the part of the association, and fees could be established so as to cover operating costs and possibly produce some revenue for the association treasury.

Second plan would be to find some individual willing to go into the thing on a business basis, operated on a profit plan and without any control or sponsorship by the association.

Each of the three surface units are five-heat, two of them being 1,250 watts each and one 2,100 watts. This range has the new 6-quart thrift cooker with five heats, the no-stain brass oven vent, and other standard G-E features.

For customers who desire a leg-type range, General Electric has produced the "Page," model CL1, having a full porcelain body, five-heat thrift cooker, storage compartment, and other standard features. List price is \$94.50.

In the "Master," model CD2, at \$129.95, G-E presents a full-size built-to-the-floor range in the medium price class having all features of the less expensive model plus a built-in minute chime; a cooking-top lamp; three storage compartments; and oven illumination.

The "Airliner," model CD3, has a recommended list price of \$149.95. In addition to standard features, it has a built-in electric timer governing both oven and utility outlet. Two knobs with red and blue color identifications control the setting dial. Blue dial is set for the time at which the cooking operation is to be completed, and the red dial for the number of hours and minutes needed to cook the food.

In the two model deluxe line, model DD1, or "Chancellor," offers Tel-a-cook lights in color for cooking control, the new 7-quart Calrod thrift cooker, and the G-E triple-oven. On the backsplasher, the colored light control panels are behind a solid chrome decorative bar, and the oven timer is built into the nameplate. The lower Calrod baking units in the oven and the new Calrod broiler unit are hermetically sealed, as is the thrift-cooker unit. A dessert pan of heavy gauge aluminum, no-drip cooker lid that can be washed, a new fry basket for deep fat frying, and a two-position trivet are other features of the thrift cooker. The "Chancellor," which sold in 1939 for \$279.50, has a recommended list price in 1941 of \$194.95.

Second deluxe range, the "Stratoliner," model DD2, is new to the line, and carries all deluxe appointments in addition to the regular "Chancellor" features. It has a recommended list price of \$224.50. Lamp assembly, minute minder, and condiment set is styled as a unit, on a polished chrome shelf. Electric timer is built into the nameplate.

Seventh and last range in the 1941 line, and the third model to be priced under a hundred dollars, is the "Studio," model AP1, or apartment house range. This model is priced at \$89.95.

'Top and Bottom' In G-E's Range Line



Use CHICAGO SEALS
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A complete line in all sizes
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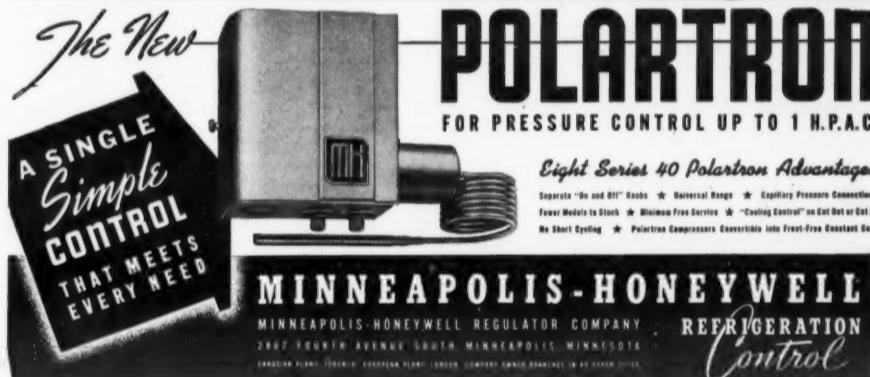
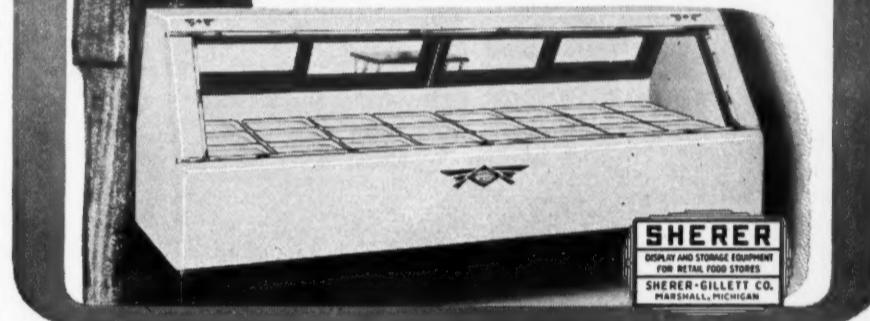
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We Manufacture Only Food Storage Lockers
Our entire time is devoted to the manufacture, research and development of lockers. Write for particulars.
Master Refrigerated Locker Systems, Inc.
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200,000 Masterbuilt Lockers In Use

Conditioning Aids Cookie Production

OMAHA, Neb. — Marshmallow cookies produced by the Iten-Barrett Co. are cooled in an air conditioned "tunnel" before reaching the packing room, which is also air conditioned. This method is said to keep soft cookies from sweating.

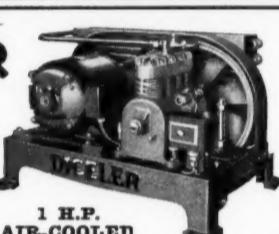
After the marshmallow has been deposited on the cookies, they travel toward the air conditioned packing room on an endless belt conveyor, enclosed by an air conditioned cabinet or tunnel in which the temperature is held constantly at 55° F. By the time they reach the packing room, in which the temperature is held at 70° F., the cookies have been cooled to a point where they may be packed without any danger of sweating in the boxes.

The tunnel used is actually a series of cabinets, mounted on legs and connected. One of the cabinets runs right through the wall of the packing room, so that there is no loss of cooling efficiency here.

The plant also uses a completely modern refrigeration system to serve all departments. In the basement of the establishment is an air conditioned storage refrigerator for perishable supplies. Products stored include fresh fruits, eggs, butter, and all other items of this type.

*Everything FOR
REFRIGERATION AND
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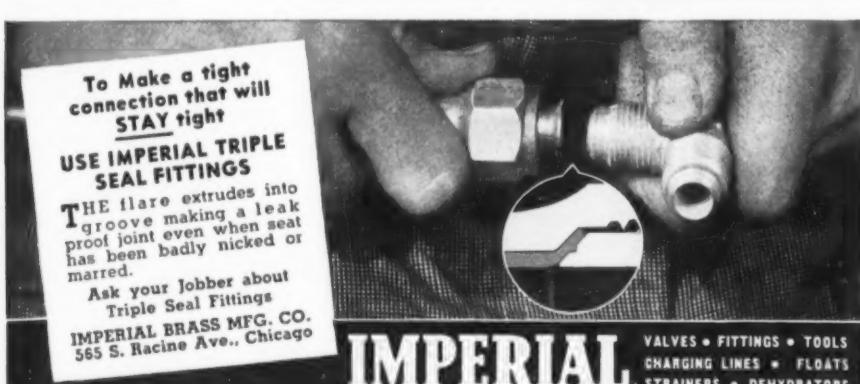
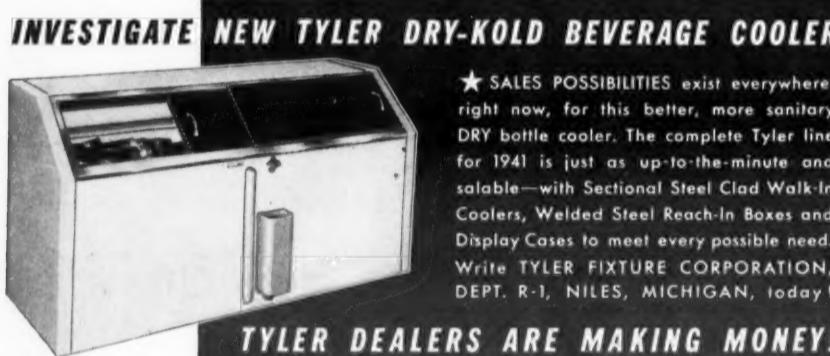
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PIONEER OF FOUR CYLINDER REFRIGERATION



They're Selling Specialties Now!



Left: Tom Brown of Avery Engineering Co. uses this miniature house to demonstrate the value of "Koolshade" screens to home owners. Right: Lester T. Avery, president, checks the relative humidity produced by a "Humidome" unit.

Avery Company Maps Expansion Program

By Henry Knowlton

CLEVELAND — Refrigeration and air conditioning specialties will be merchandised by Avery Engineering Co. from a new location in downtown Cleveland, reports Lester T. Avery, president of the company. Lines handled under the new set-up will include the Humidome humidifier, built by Harry Alter Co.; the Airgard window ventilator, and the Jewett low temperature "Arctic Trunk" unit.

The company will continue as Ohio distributor for the Worthington-Carbondale line of air conditioning equipment, and as distributor for the Koolshade screen. Tom Brown heads the Koolshade sales organization.

"We have found that the air conditioning contracting business can only be expanded to a certain point in a given territory," Mr. Avery said, "and our expansion plans now call for a strong merchandising program. For this reason we have selected a business location with a fine store window on the main business street of Cleveland, where prospects can drop in and see the products we have on display. The small air conditioning units we sell will be handled through a specialty selling organization."

The Avery company's distribution of the Koolshade screen is slightly different than that of other distributors for the product. Under the plan developed by Tom Brown, the Coolshade screen fabric will be sold to retailing organizations that specialize in making screens, to lumber companies, and to specialty selling organizations. No fabrication, or direct selling, even in the Cleveland area, will be undertaken by Avery.

A miniature house erected in the Avery showroom is designed to show prospects the value of Koolshade. One large light bulb inside the house is shaded by a Koolshade screen section, and a second has no protection. Thermometers located outside the windows of the miniature house, opposite the two light bulbs, show a wide variation in temperature readings, the thermometer protected by the Koolshade section showing a temperature of some 30° F. lower than the other instrument.

Power Co. Salesmen Get Room Cooler Sales Manual

INDIANAPOLIS — Salesmen for the Indianapolis Power & Light Co., marketing the Westinghouse Mobileaire line of room coolers, will be guided by an "Air Conditioning Sales Manual," prepared by E. S. Hildreth.

The mimeographed manual contains information on the need for air conditioning, instructions regarding sales to hay fever sufferers, some "do's" and "don'ts" for salesmen, price lists, sales terms, and survey sheets.

Sales terms on room coolers will be 5% or the installation cost down, whichever is greater, and 24 months on the balance.

Cooling Boosts Drug Store Business 24%

NEW YORK CITY—Benefits of air conditioning are being rapidly recognized by independent retail drug stores, according to a survey by Drug Topics magazine, which recently estimated that independent druggists spent \$2,030,000 on air conditioning equipment during 1940 as against their previous high of \$282,000 in 1939.

An average sales increase of 24.3% was said to have been experienced by the stores adopting air conditioning.

As contrasted with the independent store air conditioning equipment purchase, it was estimated that chain drug stores during 1940 spent \$541,200 on such equipment, less than at any time since 1936. In 1937, however, according to Chain Store Age, a total of \$1,292,865 was spent by the chains for air conditioning.

Independent drug stores during 1940, according to the Drug Topics figures, spent \$862,236 for refrigeration equipment, including both prescription and fountain departments, while chain stores spent \$108,200.

It was further estimated that independents spent \$428,750 and chains \$69,050 for ice cream freezers.

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Write for details of this sensational new 100% PORCELAIN Display Case line.

MIDWEST MFG. COMPANY
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USED THE WORLD OVER



ROTARY SEAL UNITS

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A.Y.E.
Frozen Food Lockers
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GALE
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Precision built for efficient operation.
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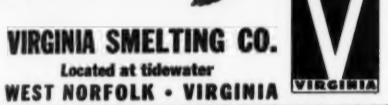
LET US SOLVE YOUR
COIL PROBLEMS
MARLO COIL COMPANY
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More than 20 years of high reliability...in every kind of refrigeration service...has established the name "Lipman" as a BUY word that breaks down sales resistance. Make this reputation your sales asset...for greater profit and better customer satisfaction.



GENERAL REFRIGERATION DIVISION
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Mills Condensing Units
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From 1/4 to
25 TONS
of refrigeration

Brunner Refrigerating and Air Conditioning equipment comprises air and water cooled condensing units for practically all types of commercial applications up to and including 25 tons of refrigeration... Catalog promptly on request. Brunner Manufacturing Co., Utica, N. Y., U. S. A.

BRUNNER
FOR YEARS THE SYMBOL OF QUALITY

ASHVE Will Have 4 Technical Sessions

(Concluded from Page 1, Column 1) visitors and members of the Kansas City Engineers club; A. E. Stacey, Jr. will report on research projects carried out during 1940, and S. S. Sanford of Detroit will outline work done in preparation of the nineteenth edition of the Guide. New officers will be elected during the meeting.

Following a meeting of the A.S.H.V.E. council on Jan. 26, the first technical session will be called at 2 p.m. Jan. 27. Papers presented at this meeting will include: "A Comparison of the Weight, Particle Count, and Discoloration Methods of Testing Air Filters," by Frank B. Rowley and Richard C. Jordan; "Comfort in High Altitude Flying," by D. W. Tomlinson; "Boiler Testing Codes," by J. F. McIntire; "Warm Air Furnace Testing Codes," by F. L. Meyer; and "Codes in the Stoker Industry," by E. C. Webb.

At the second technical session, Jan. 28, a report of the committee on research will be made by A. E. Stacey, Jr.; F. E. Giesecke and J. S. Hopper will present "Friction in Fluid Flow"; "Radiation as a Factor in the Sensation of Warmth" will be discussed by F. C. Houghten, S. B. Gunst, and J. Suci, Jr.; and E. J. Rodee will present "Operating Costs of Residence Wall Heating Systems."

Afternoon session on that day will hear "Comfort Requirements for Low Humidity Air Conditioning," by F. C. Houghten, H. T. Olson, and S. B. Gunst; "The Influence of Physiological Research on Comfort Requirements," by R. W. Keeton, F. K. Hick, Nathaniel Glickman, and M. M. Montgomery; "Comfort and Health and Temperature—A Mathematical Solution," by W. L. Fleisher and W. L. Fleisher, Jr.; and "Summer Cooling in Research Residence with a Gas-Fired Dehydration Cooling Unit," by A. P. Kratz, S. Konzo, and E. L. Broderick.

W. A. Russell will be toastmaster and Tom Collins speaker at the annual banquet and dance held in the hotel that evening.

Final technical session on Jan. 29 will hear papers on "A Laboratory Method for Cyclic Heat Measurements on Walls and Roofs," by F. H. Hechler and E. R. Queer; "Reheating by Means of Refrigerant Compressor Discharge Gas," by S. F. Nicoll; and "Heat Gain Through Western Windows With and Without Shading," by F. C. Houghten and David Shore.

Members of the Kansas City chapter responsible for arrangements are: John M. Arthur, Jr., general chairman; W. L. Cassell, co-chairman; A. D. Marston, vice chairman; Henry Nottberg, Jr., registration; N. W. Downs, reception; L. A. Stephenson, entertainment; F. A. Sheppard, housing; E. M. Jolley, transportation; W. L. Cassell, banquet; Roger Campbell, finance; F. F. Dodds, publicity; Mrs. Wm. A. Russell, ladies; and Henry E. Gould, seeing Kansas City.

13 Detroit Suppliers Are Fined In U. S. Court

DETROIT—Thirteen electrical supply companies operating in the Detroit territory, including General Electric, Graybar, and Westinghouse, and 19 persons connected with these firms were fined a total of \$39,262 by Federal Judge Ernest A. O'Brien when they entered pleas of nolo contendere to Federal charges of violating the anti-trust laws and threw themselves on the mercy of the court.

Heaviest penalties were on General Electric, Graybar, and Westinghouse supply companies, each of which was fined \$5,000. Highest individual penalties, fines of \$2,500 each, were imposed on C. D. LaMee, district manager of General Electric Supply, and A. R. Maynard, district manager of Graybar. D. L. Reid and James Sidway, district managers of Westinghouse, each were fined \$1,000. Other fines were as low as \$1.

The individuals and companies were indicted a year ago on charges of violating the Sherman anti-trust act. Defendants were alleged to have entered into a combination and conspiracy to fix, maintain, and control arbitrary and non-competitive prices and terms for the sale of electrical supplies to purchasers in the Detroit area.

S-W Shifts Brandenburg To Baltimore Territory

BALTIMORE—John R. Brandenburg, a district sales manager for Stewart-Warner Corp., has been transferred to the Baltimore-Washington territory as representative on refrigeration and radios. Mr. Brandenburg succeeds Sidney Rogovin.

CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00, additional words, four cents each. Three consecutive insertions, \$5.00, additional words ten cents each.

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DISTRICT SALES Manager in Chicago area for complete line of Patented Frosted Food Display equipment. Well known name with established acceptance. Selling thru distributors. Opportunity for large earnings in this fast developing industry. Booth at All-Industry Exhibition. Write giving full particulars. Box 1288, Air Conditioning & Refrigeration News.

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SALES SUPERVISOR for Western Pennsylvania and New York State experienced in sale of refrigerator display cases, coolers, reach-in boxes, compressors, etc., by large, nationally known, long established manufacturer. Must have ability to locate, set up and train salesmen and dealers. Liberal straight salary and expense arrangement. Write stating complete details of experience and sales volume during past few years. Box 1287, Air Conditioning & Refrigeration News.

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EXPERIENCED commercial refrigeration, air conditioning, and heating sales engineer and sales manager. Qualified promotional sales merchandiser as well as capable of handling any sales organization. 12 years experience—desire connection with well rated concern. Free to travel. Permanent connection desired. Open for position any time after January first. Answer Box 1279, Air Conditioning & Refrigeration News.

MAN WANTS permanent job with opportunity where ability counts. Am thoroughly experienced in Air Conditioning, Commercial, and domestic installation and service work. Also do engineering estimating and layout work. Have 17 years experience with National Manufacturers of Refrigeration. Can furnish best of references. Go anywhere. Box No. 1292, Air Conditioning & Refrigeration News.

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AGGRESSIVE Sales Executive Available for Manufacturer of Commercial or Domestic Refrigerators. Fifteen years experience in sales management, sales promotion, organization in above field. Pleasing personality, good habits, hard worker, hired and trained salesmen, appointed dealers over entire United States. Splendid results. Can furnish best references as to integrity and ability. Box No. 1295, Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

ROYAL'S QUALITY all porcelain cases insulated with four (4) inch sheet cork and complete food store fixtures line are now available to reliable distributors. Streamlined beauty and guaranteed quality. Exclusive features for profitable sales. Backed by over a quarter of a century experience. Write for distribution details. ROYAL STORE FIXTURE COMPANY, 847 North Broad Street, Philadelphia, Pa.

SEND FOR PRICES and literature on the General 1940 all streamlined refrigerator display case line. Over 40 years experience manufacturing good commercial refrigerators. On a comparative price test with other makes of equal specifications, prices are lowest in the country. GENERAL REFRIGERATOR & STORE FIXTURE CO., 5th & Bainbridge Sts., Philadelphia, Pa.

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FOR SALE—A well established and profitable refrigeration and appliance service business. For full information write DIXON REFRIGERATION SERVICE, Vandergrift, Pa.

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PURCHASERS and Liquidators of Surplus Refrigeration and Air Conditioning Equipment of any description such as—Compressors and Motors, Units of any size, Coils, Unit Coolers, Expansion Valves, Water Valves, Controls (all types), Beer Equipment and accessories. Please send full particulars or sample. R & R REFRIGERATION EQUIPMENT CO., 508 Morris Avenue, Bronx, N. Y.

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A CLOSE OUT of air conditioning cabinets less refrigeration equipment. Three sizes. Sizes to be mailed on request. Each cabinet is new and crated. Small

size cabinet for $\frac{1}{2}$ h.p. installation, price \$11.00. Medium size was made for use with $\frac{1}{4}$ h.p. installation, \$16.00. Large size for $\frac{1}{2}$ h.p., \$21.00. Each Cabinet contains the following: a Westinghouse motor and 12" fan also a filter. Larger cabinets also have a set of casters and an Ionizer. Above cabinets can be used for remote air conditioning installations. All prices F.O.B., Cleveland, Ohio. Box 1289, Air Conditioning & Refrigeration News.

built or Exchanged. Controls, Parts (The Hard ones to get). REFRIGERATOR SERVICE CORP., Minneapolis, Minn. Write for circular.

CONTROL REPAIR Service. Domestic controls reconditioned equal to new at a small cost. All work guaranteed for one year. Prices upon request. UNITED SPEEDOMETER REPAIR CO., INC., 342 West 70th Street, New York City.

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HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

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CAMPBELL REFRIGERATOR CO.
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SAVING YOUR TRADE-INS—General Electric, Grunow, Westinghouse, Crosley, Servel, Gibson, Bohn Hermetic, etc. Complete Renovating Service, Respraying. Use our Ovens for Dehydrating. Compressors Re-

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<p

Housewares Buyers See Appliances

(Concluded from Page 1, Column 5)
Mart and the Merchandise Mart.

Appliance displays at the Palmer House overflowed the special exhibit hall allotted to them, with the result that a number of manufacturers staged their showings in separate rooms on another floor.

A total of 11 refrigerator lines—Westinghouse, Kelvinator, Leonard, Gibson, General Electric, Gale, Sanitary, Crosley, Norge, Stewart-Warner, and Mayflower—were exhibited by nine manufacturers at the Palmer House, and more electric range lines were in evidence.

FURNITURE MART DISPLAYS

The Furniture Mart, too, proved a rich field for appliance buyers, with seven lines of refrigerators—Hotpoint, Philco, Dayton, Kelvinator, Leonard, Frigidaire and Sanitary—and a number of lines of ranges being shown.

The Merchandise Mart had little to offer in the way of household electric refrigerator displays, only two lines—Frigidaire and Gale—being shown. Some electric range lines were being exhibited, however.

The Westinghouse exhibit was one of the first to catch the eye of visitors entering the main appliance display at the Palmer House. Against its star-spangled, red-white-and-blue patriotic background were arrayed nine refrigerators, six ranges, three room coolers, two water heaters, an electric sink complete with waste disposal unit and dishwasher, and the Laundromat, new automatic home laundry unit.

The refrigerator display consisted of four 6-cu. ft. boxes, two "7's," and three "9's." The unit conditioners varied in price from \$149.50 to \$224.50; ranges, \$99.95 to \$229.95.

V. E. Freeland, supervisor of department and furniture store sales, and J. M. Barnett of the sales promotion and advertising department were in charge of the display. Home Economist Charlotte Ferris was demonstrating the new Laundromat.

KELVINATOR DISPLAY

In the Kelvinator booth were seven Kelvinator refrigerators (five 6-cu. ft. models and two 8-cu. ft. jobs), two 8-cu. ft. Leonard refrigerators, and two Kelvinator ranges.

Landers, Frary, & Clark, manufacturer of Universal appliances and now out of the refrigerator business, displayed two electric ranges.

Gibson showed seven refrigerators and four ranges, and also displayed a cut-away model of its refrigeration mechanism. A. D. Vining, assistant sales manager, was in command.

Eight refrigerators (6's, 7's, and 8's), four ranges, and two water heaters, as well as a set-up showing how these appliances can be worked into a unified kitchen ensemble with the aid of harmonizing metal cabinets, were on display in the G-E exhibit bossed by Sales Manager L. H. Miller.

Decorative scheme of this booth featured an American Beauty rose, symbolizing G-E's '41 slogan of "Beauty and Quality."

Gale Products boasted two innovations in the lines which it had on display—the first, a fluid cooled household refrigerator condenser de-

veloped by Gale Engineer Phil Sidell, who was on hand to explain this unit's operation; and second, a $\frac{1}{2}$ -hp. window-type unit air conditioner. A brand new job, this $\frac{1}{2}$ -hp. model unit cooler was completed just in time to make the housewares show, and is not yet in general distribution. L. H. D. Baker, general sales manager, and C. A. Thomson were on hand.

Upstairs, in a separate display room, R. G. Nelson, J. B. Brennan, and J. E. Armes kept watch over the seven-model exhibit of Mayflower refrigerators.

CROSLEY BOOTH POPULAR

Crosley's abbreviated six-model line was on full parade in that company's exhibit space, flanked by a pair of Crosley ranges. Distribution of ice-cold bottled beverages made this booth particularly popular. R. I. Petrie, Jack Crossin, and Dick O'Conner were in attendance.

The six model (four 6's and two 9's) Norge refrigerator display featured the company's new "Night-Watch" automatic defrosting arrangement. Four ranges were shown. Walter M. Davis was in charge.

Another of the refrigerator manufacturers exhibiting in one of the separate rooms was Stewart-Warner, which had three of its standard models and four of its Dual-Temp refrigerators on display, with its electric range line.

Feature of this exhibit was a comparison test being run on standard and Dual-Temp models, illustrating how a minimum of food dehydration takes place in the Dual-Temp. L. B. Lynch was in charge.

Sanitary Refrigerator Co. showed its Continental line of electric refrigeration equipment, and its freezer-chests designed particularly for use in the farm home.

Bendix Home Appliances displayed four of its home laundry units, two of the automatics and two of the dial operated units. John Cameron and Charles Ayers were on hand.

Harry Alter Co. showed its Air-Bright line of odor absorbers, window filters, and humidifiers.

On the fifth floor of the Furniture Mart were arrayed a smaller group of major appliance exhibits.

Frigidaire had 16 refrigerators, eight ranges, two unit air conditioners, and one water cooler on display. Some of these models were duplications, but their presence helped to create an impressive roomful.

Philco had on display seven models of its nine-model refrigerator line, five Philco-York air conditioning units, and a variety of radios and radio-phonograph combinations.

Seven refrigerators, an equal number of ranges, and an all-electric kitchen unit comprised the Hotpoint display. Added touch to this year's Hotpoint refrigerators is an insulated and electrically heated "butter conditioner" designed to keep butter in the refrigerator at spreading temperature. This gadget is available on all models at \$10 over list price.

Eight of the 12 models included in the Dayton line of refrigerators manufactured by Heinz & Munschauer were on display in that company's exhibit under the supervision of Paul A. Hanson, sales manager. Featured items in the Dayton line are the 7-cu. ft. models and an 8-cu. ft. unit with extra storage facilities for the farm user.

Nash-Kelvinator also maintained a Kelvinator and Leonard refrigerator and range display in the Furniture Mart, with some 17 appliances.



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AGENTS FOR KINETIC'S "FREON-12"

Utility Heads See New G-E Washer

(Concluded from Page 1, Column 5)

According to J. M. Wicht, manager of G-E's home laundry section, the unit is to be sold strictly as a specialty item. "It may serve to help revive the dying art of specialty selling," he pointed out.

Presentation of the washer, which had been held out as the big surprise feature of the conference, climaxed the two-day sessions. Immediately after unveiling the new unit and before launching into a brief description of the washer's development, mechanical construction, and operation, Mr. Wicht tossed a batch of handkerchiefs into the machine and pressed the starting button. Then as he talked the washer passed through its completely automatic cycle of washing, rinsing, and spin drying.

DANGER TO AMERICA

Mr. Beck, in his talk following the group banquet Friday evening, expressed his belief that the present danger to America is far greater than most people seem to believe. This danger, he pointed out, is not so much the danger of actual invasion as the danger of undermining our national ideology and economic structure. Listing some of the factors which have made it possible for Nazi Germany to develop its present powerful war machine, Mr. Beck also enumerated some of the instances of poor planning and mismanagement which have tended to

slow up America's defense production.

As for G-E's "Brass Hats," they were there in abundance from President C. E. Wilson on down. Some of them—including Mr. Wilson; L. A. Hawkins, executive engineer of the company's research laboratory; and Carl M. Snyder, sales manager of the appliance and merchandise department—participated in the meeting. Larry Jennings, eastern manager of G-E's central station appliance sales, served as chairman of the conference. H. L. Andrews, one of the company's vice presidents, was forced to cancel his visit because of an emergency appendectomy.

PREDICTS INCOME RISE

H. H. Bosworth, whose position in the western section corresponds with that of Mr. Jennings in the east, hazarded a prediction that between 1940 and 1950 the gross income of this country's electric utilities will increase 25%, or from \$36 to \$45 per average customer.

Harold F. Smiddy, chief operating sponsor of Ebasco Services, Inc., declared that one of the biggest needs of the utility business today was to make its fundamental functions better understood by the public. Intelligent sales activity is needed this troubled year if any, he warned, and he advised that new products and new services be stressed.

"Tips for Quota Busters," a paper prepared by C. E. Greenwood, commercial director of Edison Electric Institute, was read for Mr. Greenwood, who was unable to be present, by Harvey Keyes. Mr. Greenwood offered seven suggestions as to how a utility might keep its sales up during the trying times that seem to lie ahead. His seventh and final

point was made the more effective because of the timeliness of its phraseology: "Keep a trained army (of salesmen) on the march in '41."

J. R. Poteat and Elmer Dvorak, manager and sales manager, respectively, of G-E's range section, joined in presenting the new range line.

Edwin Vennard, vice president of Middle West Service Co., outlined the part which appliance sales played in improving his company's earnings to avoid threatened bankruptcy.

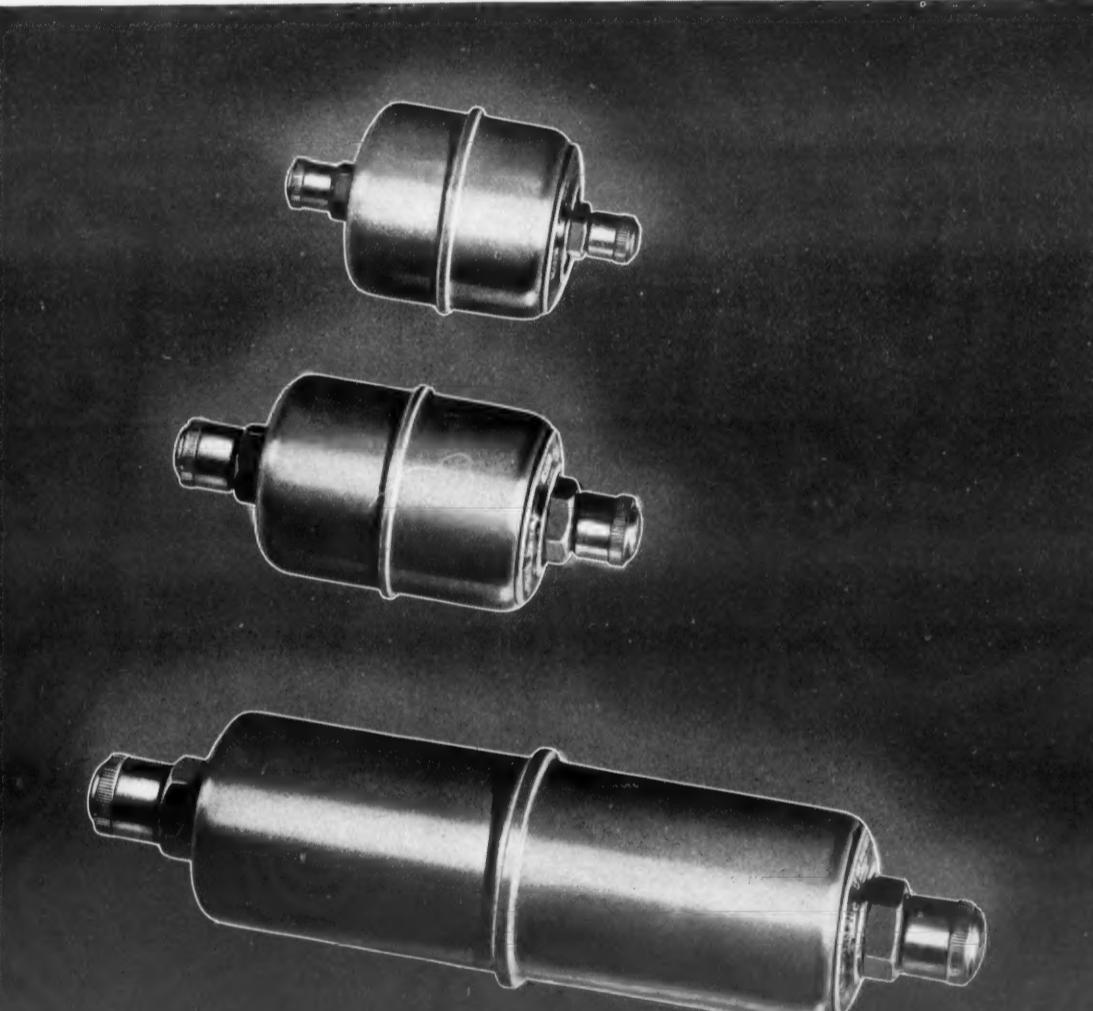
Sales training, one of the most important of all elements in any merchandising activity, was discussed by H. S. Bigelow, president of Sales Analysis Institute.

H. J. Gallagher, farm service supervisor for Consumer's Power Co., told how rural loads could be built to new heights through use of dealers.

WILSON CITES INDUSTRY

G-E President Wilson, in discussing the nation's preparedness program, compared industry's present pause to the year-long production pause effected by the Ford Motor Co. in its changeover from the Model T to the Model A. Charging that government inefficiency in ordering was causing much of the present slowness, he stoutly maintained that when all the smoke clears away it will be plain to see that industry has done and is doing a splendid job.

The association end of the electrical business also came in for its share of discussion, as G. W. Allison of Modern Kitchen Bureau outlined his organization's plans for the current year, and J. S. Bartlett, president of International Association of Electrical Leagues, discussed the work that the leagues are doing to promote appliance merchandising.



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